

Abstract

A method and system of measuring

- A method of measuring the effectiveness of at least one of public
- 5 relations and marketing effort, said method comprising the steps of
- i) defining a message array comprising a record relating to at least one message which it is desired to promote and a record of reports of the message,
 - ii) defining a deliverable array comprising record relating to at least
 - 10 one verifiable event selected from the group consisting of verifiable activities and verifiable outcomes and a record relating to an outcome deliverable,
 - iii) conducting at least one of public relations and marketing,
 - iv) monitoring for the at least one message,
 - 15 v) updating the message array in response to detection of the at least one message,
 - vi) monitoring for an outcome deliverable, and
 - vii) updating said deliverable array in response to detection of an outcome deliverable.